

Launch Worksheet

1. Choose Your Launch Date

2. Choose Your Pre-Launch Buzz Tactics (minimum of 3)

Survey

Preview call/Teleclass/Webinar/Livestream

Q&A Call

Special Report

Video(s)

Contest

2. Calendar the Pre-Launch Buzz

- 7-14 days for each buzz
- Put them in order
- Surveys should always come first
- Preview calls and Q&A calls and Contests are flexible
- Put dates/deadlines on everything
- Decide what bonuses to use in the follow up

3. Create and Calendar Your Follow Up:

- Set up several deadlines. Could be:
 - Payment plans (4 pay, 3 pay, 2 pay)
 - Bonuses that disappear
 - Deadlines should change each week
- Send out 3-4 emails in every 7-10 day period